

Listing of Claims

This listing of claims will replace all prior versions and listings of claims in the Application.

1-36. (Cancelled)

37. (Previously presented) A method of producing signage with increased reflectivity using channel letter coil, comprising the steps of:

providing a metal substrate having a first and second surface, the first surface being an inner surface of the metal substrate;

disposing a first material upon the first surface of the metal substrate, wherein the first material comprises a thermo-set polyester with a highly reflective surface;

disposing a second material upon the first material, wherein the second material comprises a thermo-set polyester with a highly reflective surface, and wherein no additional material is required to provide a highly reflective surface to the metal substrate;

disposing a third material upon the second surface, the second surface being an outer surface, wherein the third material is different from the first material, and wherein the disposed first, second and third materials and metal substrate collectively form a coated substrate,

forming the coated substrate into shapes of individual characters to produce signage with increased reflectivity.

38. (Previously presented) The method of claim 37, further comprising the step of disposing an aesthetic material upon the second surface of the substrate, opposite the first surface, prior to disposing the channel letter coil upon or within the signage substrate.

39. Cancelled.

40. (Previously presented) The method of claim 37, wherein the metal substrate comprises an aluminum substrate.

41. (Previously presented) The method of claim 37, wherein the thermo-set polyester is colored.

42. (Previously presented) The method of claim 37, wherein the thermo-set polyester is disposed manually.

43. (Previously presented) The method of claim 37 , wherein the thermo-set polyester is disposed using a coating machine.

44. (Previously presented) The method of claim 37, wherein the thermo-set is opaque.

45. (Previously presented) The method of claim 37, wherein the finished channel letter coil requires no additional treatment before use.

46. (Previously presented) The method of claim 44, wherein the substrate is a readily formable metal.

47. (Previously presented) The method of claim 37, further comprising the step of heating the substrate after the first material is disposed.

48. (Previously presented) The method of claim 37, wherein the first and second materials are disposed to a collective thickness of less than about 1.4 mils.

49. (Previously presented) The method of claim 37 wherein the first and second materials are disposed to a collective thickness between about 1.2 mils and 1.4 mils.

50. (Previously presented) The method of claim 47, wherein the step of heating comprises heating to a temperature between about 420°F and about 500°F, for a period of about 25 seconds.

51. (Previously presented) The method of claim 37, further comprising the step of heating the substrate after the second material is disposed.

52. (Previously presented) The method of claim 51, wherein the step of heating comprises heating to a temperature between about 420°F and about 500°F, for a period of about 25 seconds.

53. (Previously presented) The method of claim 38, wherein the step of disposing an aesthetic material further comprises disposing a fluoropolymer coating.

54. (Previously presented) The method of claim 38, wherein the aesthetic material is disposed manually.

55. (Previously presented) The method of claim 38, wherein the aesthetic material is disposed using a coating machine.

56. (Previously presented) The method of claim 37, wherein the first and second material are disposed in a single step.

57-61 (Cancelled)

62. (Previously presented) A method of producing signage having increased reflectivity, comprising the steps of:

providing a metal substrate having a first and second surface;

disposing a first material upon the first surface of the metal substrate, wherein the first material has a reflective surface;

disposing a second material upon the first material, wherein the second material has a reflective surface, wherein the first material and the second material are disposed to a collective thickness of less than about 1.4 mils and wherein no additional material is required to provide a highly reflective surface to the metal substrate;

disposing a third material upon the second surface, the second surface being an outer surface, wherein the third material is different from the first and second material and wherein the disposed materials and the metal substrate together form a coated metal substrate; and

forming the coated metal substrate into shapes of individual characters to form a channel formation, wherein the channel formation has increased reflectivity, as compared to the reflectivity achieved in a channel formation where reflective coatings or paints are applied to the surface of the channel formation.

63-75 (Cancelled).